

Through technical assistance requests and support from the UR Medicine Recovery Center of Excellence (RCOE) outreach coordinator, we learned about rural communities' needs in the area of stigma. We had dozens of conversations on how our stigma campaign could best support their organizations, stakeholders, and communities.

Survey questions were derived from "The Development and Psychometric Properties of a New Measure of Perceived Stigma Toward Substance Users"ⁱ and "A New Brief Opioid Stigma Scale to Assess Perceived Public Attitudes and Internalized Stigma: Evidence for Construct Validity."ⁱⁱ

Surveys were finalized with support from a workgroup based in rural southeastern Ohio whose members included an individual personally impacted by opioid use disorder (OUD) and representatives from a large health center and a county health center. Initially there were two surveys, one for clinical staff and one for community members. The workgroup recommended that the clinical staff survey be divided into two surveys—one for prescribers and one for ancillary staff—and we implemented this feedback.

The surveys will be disseminated through our center's website. They can also be printed and distributed to address broadband accessibility concerns, with community organizations providing additional supports.

Responses from the surveys will be used by each organization to know their starting point. This will give organizations the knowledge on where they need to begin and concentrate their stigma efforts regarding OUD perceptions in order to increase treatment. All responses will be anonymous, but zip code and organization will be captured to provide feedback on where the surveys were disseminated. If anonymity were to change or additional research were to be done based on this information, updates and proper consents would be provided. Currently the surveys will only be used for quality improvement.

Attached are the three surveys pertaining to OUD and stigmas associated with OUD. Each survey targets a different group of stakeholders:

1. Community
2. Prescribers
3. Ancillary staff

ⁱ Luoma, J. B., O'Hair, A. K., Kohlenberg, B. S., Hayes, S. C., & Fletcher, L. (2010). The development and psychometric properties of a new measure of perceived stigma toward substance users. *Substance Use & Misuse*, 45(1-2), 47–57. <https://doi.org/10.3109/10826080902864712>.

ⁱⁱ Yang, L. H., Grivel, M. M., Anderson, B., Bailey, G. L., Opler, M., Wong, L. Y., & Stein, M. D. (2019). A new brief opioid stigma scale to assess perceived public attitudes and internalized stigma: Evidence for construct validity. *Journal of Substance Abuse Treatment*, 99, 44–51. <https://doi.org/10.1016/j.jsat.2019.01.005>.

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